

ORDER



Orders
Order / Rev: 720892
Alt Order #: 06366091
Product Desc: RESTORE OUR FUTURE
Estimate: 1483
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 10/08/12 / 10/24/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 600 Fairmount Ave. Suite 306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Restore Our Future
Demographic: A35+
Product Codes: IS-Candidate/Presidential
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	81	\$248,400.00	\$211,140.00
10/29/12	10/29/12	19	\$56,200.00	\$47,770.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	81	\$248,400.00	\$211,140.00	0.00
November 2012	19	\$56,200.00	\$47,770.00	0.00
Totals	100	\$304,600.00	\$258,910.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	10/23/12	10/26/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF - -	:30	8	\$2,500.00	P-5	0.00	NM	8	\$20,000.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					8	\$2,500.00		0.00			
E 2	WKYC	10/23/12	10/26/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	- TWTF - -	:30	8	\$1,000.00	P-5	0.00	NM	8	\$8,000.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					8	\$1,000.00		0.00			
E 3	WKYC	10/23/12	10/26/12	M-F 5-6p Dr. Phil	CM	5p-6p	- TWTF - -	:30	8	\$2,000.00	P-5	0.00	NM	8	\$16,000.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					8	\$2,000.00		0.00			
E 4	WKYC	10/23/12	10/26/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	- TWTF - -	:30	6	\$3,800.00	P-5	0.00	NM	6	\$22,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					6	\$3,800.00		0.00			

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WKYC	10/23/12	10/26/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	- TWTF - -	:30	6	\$3,800.00	P-5	0.00	NM	6	\$22,800.00
<div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 - TWTF - - 6 \$3,800.00 0.00 </div>															
<div> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 NKYC 10/22/12-10/28/12 M-F 6-630p 6p-630p - TWThF - - - :30 (\$3,800.00) 0.00 NM See MG 4.5,4.6 [NA/Oversold] </div>															
<div> 2 NKYC 10/22/12-10/28/12 M-F 6-630p 6p-630p - TWThF - - - :30 (\$3,800.00) 0.00 NM See MG 4.9 </div>															
<div> 4 NKYC 10/22/12-10/28/12 M-F 6-630p 6p-630p - TWThF - - - :30 (\$3,800.00) 0.00 NM See MG 4.5,4.6 [NA/Oversold] </div>															
<div> 5 NKYC 10/27/12-10/28/12 EN (Sa-Su) 6P-7P Sa/Su (6:00 PM-6:30 P - - - - - SaSu :30 \$3,800.00 0.00 NM Ⓜ MG for 4.4,4.1 </div>															
<div> 6 NKYC 10/27/12-10/28/12 EN (Sa-Su) 6P-7P Sa/Su (6:00 PM-6:30 P - - - - - SaSu :30 \$3,800.00 0.00 NM Ⓜ MG for 4.4,4.1 </div>															
<div> 9 NKYC 10/25/12-10/25/12 Thu Prime A 8-9p - - - Th - - - :30 \$3,800.00 0.00 NM Ⓜ MG for 4.2 10/26 </div>															
E 5	WKYC	10/23/12	10/26/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	- TWTF - -	:30	4	\$8,000.00	P-5	0.00	NM	4	\$32,000.00
<div> 1X PER DAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 - TWTF - - 4 \$8,000.00 0.00 </div>															
E 6	WKYC	10/23/12	10/26/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	- TWTF - -	:30	5	\$3,800.00	P-5	0.00	NM	5	\$19,000.00
<div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 - TWTF - - 5 \$3,800.00 0.00 </div>															
<div> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 2 NKYC 10/22/12-10/28/12 M-F 7-730p 7-730p - TWThF - - - :30 (\$3,800.00) 0.00 NM See MG 6.5 [Prgm Change] </div>															
<div> 5 NKYC 10/25/12-10/25/12 Local Special 7-8p (7:58 PM-8:00 P - - - Th - - - :30 \$3,800.00 0.00 NM Ⓜ MG for 6.2 10/25 </div>															
<div> 6 NKYC 10/22/12-10/28/12 M-F 7-730p 7-730p - TWThF - - - :30 (\$3,800.00) 0.00 NM See MG 6.7 </div>															
<div> 7 NKYC 10/23/12-10/26/12 M-F 7-730p 7-730p - TW - F - - - :30 \$3,800.00 0.00 NM Ⓜ MG for 6.6 10/25 </div>															
E 7	WKYC	10/23/12	10/26/12	Tonight Show Tonight Show	CM	1135p-1237a	- TWTF - -	:30	8	\$2,800.00	P-5	0.00	NM	6	\$16,800.00
<div> 2X PER DAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 - TWTF - - 8 \$2,800.00 0.00 </div>															
<div> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 5 NKYC 10/22/12-10/28/12 Tonight Show 1135p-1237a - TWThF - - - :30 (\$2,800.00) 0.00 NM See MG 24.7 [NA/Oversold] </div>															
<div> 6 NKYC 10/22/12-10/28/12 Tonight Show 1135p-1237a - TWThF - - - :30 (\$2,800.00) 0.00 NM See MG 24.7 [NA/Oversold] </div>															
E 8	WKYC	10/23/12	10/27/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	- TWTF - -	:30	5	\$4,500.00	P-5	0.00	NM	5	\$22,500.00
<div> 1X PER DAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 - TWTF - - 5 \$4,500.00 0.00 </div>															
E 9	WKYC	10/24/12	10/24/12	Wed Prime C Wed Prime C	CM	10-11p	- - W - - -	:30	1	\$8,000.00	P-5	0.00	NM	1	\$8,000.00
<div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 - - W - - - 1 \$8,000.00 0.00 </div>															
E 10	WKYC	10/27/12	10/27/12		CM	9-10p	- - - - - S -	:30	1	\$3,500.00	P-5	0.00	NM	1	\$3,500.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sat Prime B															
Sat Prime B															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$3,500.00		0.00			
E 11	WKYC	10/27/12	10/27/12	Sat Prime C	CM	10-11p	-----S-	:30	1	\$3,500.00	P-5	0.00	NM	1	\$3,500.00
Sat Prime C															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$3,500.00		0.00			
E 12	WKYC	10/27/12	10/28/12	EN (Sa-Su)	CM	6P-7P Sa/Su	-----SS	:30	2	\$3,800.00	P-5	0.00	NM	2	\$7,600.00
Early News (Sa-Su)															
(6:00 PM-6:30 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----SS					2	\$3,800.00		0.00			
E 13	WKYC	10/28/12	10/28/12	SUN TDY	CM	8a-9a	-----S	:30	1	\$3,000.00	P-5	0.00	NM	1	\$3,000.00
NBC Today Show (Su)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$3,000.00		0.00			
E 14	WKYC	10/29/12	10/29/12	M-F 7-9a Today	CM	7a-9a	M-----	:30	3	\$2,500.00	P-5	0.00	NM	3	\$7,500.00
Today Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					3	\$2,500.00		0.00			
E 15	WKYC	10/29/12	10/29/12	M-F 4-5p	CM	4p-5p	M-----	:30	2	\$1,000.00	P-5	0.00	NM	2	\$2,000.00
Ellen Degeneres															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					2	\$1,000.00		0.00			
E 16	WKYC	10/29/12	10/29/12	M-F 5-6p	CM	5p-6p	M-----	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
Dr. Phil															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$2,000.00		0.00			
E 17	WKYC	10/29/12	10/29/12	M-F 6-630p	CM	6p-630p	M-----	:30	1	\$3,800.00	P-5	0.00	NM	1	\$3,800.00
Channel 3 News at 6p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$3,800.00		0.00			
E 18	WKYC	10/29/12	10/29/12	Nightly News	CM	M-Su 6:28p-7p	M-----	:30	1	\$8,000.00	P-5	0.00	NM	1	\$8,000.00
Nightly News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$8,000.00		0.00			
E 19	WKYC	10/29/12	10/29/12	M-F 7-730p	CM	7-730p	M-----	:30	1	\$3,800.00	P-5	0.00	NM	1	\$3,800.00
Channel 3 News at 7P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$3,800.00		0.00			
E 20	WKYC	10/29/12	10/29/12	Tonight Show	CM	1135p-1237a	M-----	:30	2	\$2,800.00	P-5	0.00	NM	2	\$5,600.00
Tonight Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					2	\$2,800.00		0.00			
E 21	WKYC	10/29/12	10/29/12	LN (M-Su)	CM	11P-1135P	M-----	:30	1	\$4,500.00	P-5	0.00	NM	1	\$4,500.00
Late News (M-Su)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$4,500.00		0.00			
N 22	WKYC	10/23/12	10/26/12	M-F 6-7a	CM	6a-7a	-TWTF--	:30	6	\$2,500.00	P-5	0.00	NM	6	\$15,000.00
Channel 3 News Today @ 6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--					6	\$2,500.00		0.00			
N 23	WKYC	10/23/12	10/26/12	M-F 9-10a Today II	CM	9a-10a	-TWTF--	:30	8	\$1,200.00	P-5	0.00	NM	6	\$7,200.00
Today Show II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--					8	\$1,200.00		0.00			

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WKYC

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N23	WKYC	10/23/12	10/26/12	M-F 9-10a Today II Today Show II	CM	9a-10a	- TWTF - -	:30	8	\$1,200.00	P-5	0.00	NM	6	\$7,200.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 - TWTF - - 8 \$1,200.00 0.00 </div> <div> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 NKYC 10/22/12-10/28/12 M-F 9-10a Today II 9a-10a - TWThF - - - - :30 (\$1,200.00) 0.00 NM See MG 24.7 [NA/Oversold] </div> <div> 8 NKYC 10/22/12-10/28/12 M-F 9-10a Today II 9a-10a - TWThF - - - - :30 (\$1,200.00) 0.00 NM See MG 24.7 [NA/Oversold] </div> </div>															
N24	WKYC	10/23/12	10/26/12	Days of Our Lives Days of Our Lives	CM	1p-2p	- TWTF - -	:30	6	\$1,200.00	P-5	0.00	NM	6	\$15,200.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 - TWTF - - 6 \$1,200.00 0.00 </div> <div> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 6 NKYC 10/22/12-10/28/12 Days of Our Lives 1p-2p - TWThF - - - - :30 (\$1,200.00) 0.00 NM See MG 24.7 [NA/Oversold] </div> <div> 7 NKYC 10/29/12-10/29/12 Mon Prime Other 8-10p (8:00 PM-10:00 M- - - - - - - - - - :30 \$9,200.00 0.00 NM Ⓜ MG for 23.8,23.1,7.6,7.5,24.6 </div> </div>															
N25	WKYC	10/27/12	10/27/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	- - - - - S -	:30	3	\$2,500.00	P-5	0.00	NM	3	\$7,500.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 - - - - - S - 3 \$2,500.00 0.00 </div> </div>															
N26	WKYC	10/27/12	10/28/12	SS 9-1030a Channel 3 News 9am Sa/Su	CM	9a-1030a Sa/Su	- - - - - SS	:30	4	\$2,500.00	P-5	0.00	NM	4	\$10,000.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 - - - - - SS 4 \$2,500.00 0.00 </div> </div>															
N27	WKYC	10/28/12	10/28/12	NFL Regular Season Fo NFL Football	CM	NFL Football	- - - - - S	:30	1	\$20,000.00	P-5	0.00	NM	1	\$20,000.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 - - - - - S 1 \$20,000.00 0.00 </div> </div>															
N28	WKYC	10/29/12	10/29/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M- - - - -	:30	2	\$2,500.00	P-5	0.00	NM	2	\$5,000.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 M- - - - - 2 \$2,500.00 0.00 </div> </div>															
N29	WKYC	10/29/12	10/29/12	M-F 9-10a Today II Today Show II	CM	9a-10a	M- - - - -	:30	2	\$1,200.00	P-5	0.00	NM	2	\$2,400.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 M- - - - - 2 \$1,200.00 0.00 </div> </div>															
N30	WKYC	10/29/12	10/29/12	Days of Our Lives Days of Our Lives	CM	1p-2p	M- - - - -	:30	2	\$1,200.00	P-5	0.00	NM	2	\$2,400.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 M- - - - - 2 \$1,200.00 0.00 </div> </div>															
													Totals	100	\$304,600.00